

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward et al.  
Application No. : 10/066,811  
Confirmation No. : 6065  
Filed : February 4, 2002  
For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION  
Art Unit : 2426  
Examiner : Fred H. Peng

New York, New York 10036  
February 25, 2009

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

Madam:

In response to the September 3, 2008 Office Action,  
please amend the above-identified patent application as  
follows:

Amendments to the Claims are reflected in the  
listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.